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Message Text

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PAGE 01 STATE 025588

70
ORIGIN COME-00

INFO OCT-01 ARA-10 ISO-00 CIAE-00 EB-07 INR-07 LAB-04

NSAE-00 PA-02 RSC-01 SIL-01 USIA-15 PRS-01 /049 R

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---------- 027069
P 042224Z FEB 75
FM SECSTATE WASHDC
TO AMEMBASSY QUITO PRIORITY

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E.O. 11652: N/A
TAGS: BEXP, EC
SUBJECT: COMMERCIAL PROGRAMS: FOREIGN BUYER PROGRAM
--- COMMERCIAL INVITATIONS

REF: QUITO 0708

1. TWO TOY FAIRS BEING HELD IN NEW YORK DURING PERIOD FEB. 16-22. FIRST, THE INTERNATIONAL TOY FAIR (ITF) WILL BE HELD NEW YORK COLISEUM FEB. 16-18. EXHIBITED THERE WILL BE WIDE VARIETY DOLLS, DOLL HOUSE FURNITURE AND ACCESSORIES, EDUCATIONAL TOYS, INFANT TOYS AND ITEMS, PLAY HOUSES, WADING POOLS, PRE-SCHOOL TOYS AND GAMES. ALSO BEING HELD AT COLISEUM SAME TIME IS 16TH INTERNATIONAL CYCLE SHOW AND 25TH DECOR SHOW. LATTER TWO SHOWS PROBABLY MARGINAL INTEREST MR. RUF.

2. THE SECOND FAIR WHICH WOULD BE OF INTEREST IS AMERICAN TOY FAIR HELD NEW YORK CITY FEB. 17-20. JAPANESE GROUP VISITING FAIR ASSISTED BY DOC FOREIGN BUYER STAFF MEMBER ON REQUEST AMEMBASSY TOKYO. THIS FAIR WILL EXHIBIT BROAD RANGE AMERICAN MANUFACTURED TOYS ALL AGE
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PAGE 02 STATE 025588

GROUPS. SHOW BEING HELD 4 LOCATIONS IN NEW YORK CITY.

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SHOW CATALOGUES DO NOT REPEAT NOT LIST NURSERY EQUIPMENT.

3. DOC GLAD ASSIST MR. RUF WHERE POSSIBLE AND WILL ARRANGE REGISTRATION AT AMERICAN TOY FAIR IF DESIRED. MR. DONALD T. JONES IS DOC OFFICER ASSISTING JAPANESE GROUP AND WILL ARRIVE NEW YORK CITY FEBRUARY 15 STAYING AT PRINCE GEORGES HOTEL, TELEPHONE 212-532-7800.

4. MR. RUF'S FEB. 7 DEPARTURE QUITO OBVIATES MAILING SHOW CATALOGUES AND BROCHURES ABOVE SHOWS; HOWEVER, WE HAVE MAILED TO MR. RUF A LIST OF EXHIBITORS INTERESTED MEETING WITH INTERNATIONAL BUYERS.

5. PLS ADVISE IF FURTNER ASSISTANCE NEEDED. KISSINGER

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